



About the California 5 a Day—Be Active! Worksite Program

The *California 5 a Day—Be Active! Worksite Program* is a statewide public health initiative that empowers low- and middle-income working adults to consume the recommended amount of fruits and vegetables and enjoy physical activity every day.

The Program also catalyzes the establishment of workplace environments where these behaviors are socially supported and easy to do. The promotion of fruit and vegetable consumption and physical activity is so important because these behaviors help to reduce the risks of many chronic diseases, including heart disease, cancer, stroke, type 2 diabetes, musculoskeletal problems, and obesity. The Program, administered in part by the Public Health Institute and led by the California Department of Health Services in cooperation with the National 5 A Day Program, is funded by the United States Department of Agriculture Food Stamp Program and the Preventive Health and Health Services Block Grant of the Centers for Disease Control and Prevention.

Formative Research

To fully understand what needs to be done to increase fruit and vegetable consumption and physical activity at worksites throughout California, the *5 a Day—Be Active! Worksite Program* conducted formative research. This consisted of:

- An extensive review of the worksite literature and existing programs;
- Interviews and focus groups with business leaders; and
- Focus groups with low- and middle-income working adults.

Based upon the research, the three most promising strategies to promote healthy eating and physical activity at work are:

1. Improve access to healthy foods and physical activity at workplaces;
2. Foster supportive work environments that encourage healthy lifestyle choices; and
3. Establish public policies that bolster health promotion efforts at worksites.

Program Development

The *5 a Day—Be Active! Worksite Program* is pursuing these strategies by publicizing the results of the formative research to employers, public health professionals, the media, and policymakers throughout California. Included in the formative research report are specific recommendations on how best to shape worksite environments so that fruit and vegetable consumption and physical activity are a natural part of the workday (see www.ca5aday.com/worksites for the report).

Programs and Tools

In response to the needs indicated by the Formative Research, the *California 5 a Day—Be Active! Worksite Program* has developed the *California Fit Business Kit* and the *Take Action! Employee Wellness Program* to help employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity among workers.



For more information, contact Dona Francis (dfrancis@dhs.ca.gov) with the *California 5 a Day—Be Active! Worksite Program*.